BUSINESS ANALYTICS (WITH SPECIALISATION IN MANAGEMENT SCIENCE)
MSc / 2017/18 ENTRY

www.ucl.ac.uk/graduate/mgmt
Companies need people who can take data and transform it into a powerful strategic asset. This specialisation provides a rigorous, practical foundation in the key skills needed to unlock the value of data, and an in-depth understanding of how companies can use data to make decisions and improve business performance.

### Degree summary

Business Analytics (with specialisation in Management Science) is taught by UCL School of Management (in conjunction with UCL Computer Science). It combines modules that explore how data and analytics are transforming key areas of business (decision-making, strategy, marketing, operations) with modules that provide the mathematical and computational skills needed to make effective use of the latest business analytics tools.

- Business Analytics requires a combination of management insight, strong quantitative and analytical skills, and an understanding of the technology required to handle data at scale.
- UCL School of Management offers innovative undergraduate, postgraduate, and doctoral programmes to prepare people for leadership roles in the next-generation of innovation-intensive organisations. The department works closely with global companies and high-growth businesses at the cutting-edge of management practice. UCL Computer Science is a global leader in research in experimental computer science.
- Students on the Business Analytics (with specialisation in Management Science) MSc will benefit from the extensive industry networks of both departments.

The programme is delivered through a combination of lectures, seminars, tutorials and project work. Assessment is through unseen written examinations, coursework and the dissertation.

### Degree structure

**Mode:** Full-time: 1 year  
**Location:** London, Canary Wharf

Students undertake modules to the value of 180 credits. The programme consists of six core modules (90 credits), two optional modules (30 credits) and a dissertation/report (60 credits).

#### CORE MODULES
- Business Strategy and Analytics
- Marketing Analytics
- Mathematical Foundations for Business Analytics
- Programming for Business Analytics
- Predictive Analytics
- Operations Analytics

#### OPTIONAL MODULES
- Students take two optional modules from a selection of elective modules offered by the UCL School of Management and the UCL Department of Computer Science. Possible electives, subject to agreement, will cover topics including software engineering, practical machine learning, project management and social network analytics.

#### DISSERTATION/REPORT
- All students undertake an independent research project which culminates in a dissertation of 15,000 words.
Your career

The world is changing: more than 30 billion pieces of content are shared on Facebook every month; and companies are capturing trillions of bytes of information about their customers, suppliers, and operations. This explosion of data is disrupting industries and creating new opportunities.

Companies need people who can take data, understand it, process it, extract value from it, visualise it, and communicate it. They need people who deeply understand data, its potential and its limitations, who can frame business problems, analyse data with statistical techniques, develop and maintain predictive models, and communicate analytics results to business executives, partners and customers.

Employability

Graduates from this new programme will be highly employable in global companies and high-growth businesses, finance and banking organisations, and consulting firms.

Students will develop strong quantitative and analytical skills, an in-depth understanding of how companies use data to make decisions and improve business performance, and practical experience with leading business analytics tools. They will be equipped to influence strategy and decision-making, and be able to drive business performance by transforming data into a powerful and predictive strategic asset.
Entry requirements

A minimum of an upper second-class UK Bachelor’s degree or an overseas qualification of an equivalent standard. Applicants must have a strong aptitude for quantitative analysis and are likely to have studied a range of degrees including: management, mathematics, engineering, computer science, economics, and psychology.

English language proficiency level

If your education has not been conducted in the English language, you will be expected to demonstrate evidence of an adequate level of English proficiency.

The level of English language proficiency for this programme is: Good.

Information about the evidence required, acceptable qualifications and test providers is provided at: www.ucl.ac.uk/graduate/english-requirements

Your application

Students are advised to apply as early as possible due to competition for places. Those applying for scholarship funding (particularly overseas applicants) should take note of application deadlines.

When we assess your application we would like to learn:

// why you want to study Business Analytics (with specialisation in Management Science) at graduate level
// why you want to study Business Analytics (with specialisation in Management Science) at UCL
// what particularly attracts you to the chosen programme
// how your academic and professional background meets the demands of this challenging programme
// where you would like to go professionally with your degree

Together with essential academic requirements, the personal statement is your opportunity to illustrate whether your reasons for applying to this programme match what the programme will deliver.

FEES AND FUNDING 2017/18 ENTRY

// UK: £14,910 (FT)
// EU: £14,910 (FT)
// Overseas: £24,610 (FT)

The tuition fees shown are for the year indicated above. Fees for subsequent years may increase or otherwise vary. Further information on fee status, fee increases and the fee schedule can be viewed on the UCL Current Students website.

Full details of funding opportunities can be found on the UCL Scholarships website: www.ucl.ac.uk/scholarships

APPLICATION DEADLINE

All applicants: 7 July 2017

Please note that the application deadline for this programme has been amended and is now 7th July 2017.

Details on how to apply are available on the website at: www.ucl.ac.uk/graduate/apply

CONTACT

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EU referendum

For up-to-date information relating to specific key questions following the UK’s decision to leave the EU, please refer to www.ucl.ac.uk/eu-referendum